

Take advantage of the Affirmative Funds, youth urged



President Uhuru Kenyatta having a chat with youth exhibitors at the YEDF stand

President was speaking to youth exhibitors when he visited the YEDF stand at the Mombasa International ASK show on Friday 1st September 2016. He lauded the YEDF beneficiaries exhibiting at the stand for utilizing the funds well to develop quality products and services.

Cabinet Secretary for Public Service, Youth and Gender Affairs, Sicily Kariuki, who also visited the stand welcomed the youth to engage with her ministry more frequently in order to ensure services provided are relevant to their needs. She further said that her ministry through YEDF seeks to develop young entrepreneurs whose enterprises will positively impact their lives, fellow youth and the community at large. She encouraged young people to be job creators and not job seekers. Mombasa County Governor Ali Hassan Joho also visited the YEDF stand.

President Uhuru Kenyatta has urged the youth to take advantage of the Affirmative Funds to establish their own enterprises and earn a living. He said that the government had established institutions such as the Youth Enterprise Development Fund (YEDF) to provide affordable financial and enterprise development support

services so that youth can create their own enterprises and gain financial independence. "I urge you to apply for loans so that you can make a living and contribute to the growth of the country's economy" he said. President Uhuru Kenyatta also encouraged youth to invest in their talents and ensure they continue to play a positive role in the development of the country while shunning social vices. The

The YEDF facilitated ten youth entrepreneurs to exhibit their products and services at the annual Mombasa International Trade Fair held from 29th August – 4th September 2016. This gave the entrepreneurs an opportunity to showcase, market and sell their products to potential clients and local investors participating at the event.

Form groups for easy access to funds, youth advised

The YEDF Board Chairman Ronald Osumba has called on youth to form groups as it is one of the best and easiest way to get funding for business startups. He said that the group loans being offered by the Youth Fund do not need collateral which is something most youth struggle with. "Groups make one accountable because members keep each other in check. Youth Fund supports young people in groups to start income generating activities at the constituency level. Our loans are interest free hence the best opportunity for the first time youth entrepreneurs". Said Osumba.

Speaking on Friday 16th September 2016 during the launch of

the Youth Spark Live, at Afraha Stadium, Nakuru County, Mr. Osumba said that the Fund has disbursed millions of shillings that have benefited over 25,000 youth in the County. He urged those who have taken loans to repay so that others can borrow. "To enables us support more youth, current beneficiaries of Youth Fund must play their roles by repaying their loans. This is a revolving fund hence people must repay for others to also benefit", he said.

The Chairman further said that the Youth Fund has partnered with Nakuru County Government in various projects, with the primary objective being enterprise development and financing to

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YEDF to support youth in the creative economy

The YEDF Board Chairman Ronald Osumba has reiterated the Fund's commitment to support youth in the creative economy. Mr. Osumba said that the Fund recognizes the critical role of the creative economy in providing numerous opportunities for youth to use their natural talents and creativeness to make a livelihood and contribute to the overall growth of the country's economy. He said that the Fund in consultation with young people is in the process of reengineering its loan products and developing new ones that are more impactful and relevant to their needs.

"The Fund will ensure that the youth participate in developing creative products that can benefit them and others in this county. "I have had consultations with 'wasanii wa pwani' in literally all fields; music, film, models, dancers, poets and visual artists on how to support them commercialize their talents." "I urge young people not to be held back by failures of others. Grab available opportunities and capitalize on them" he said. Mr. Osumba further promised to create a national data base for talents and help the youth explore available opportunities especially in the creative culture industry. He also urged the youth to take advantage of the products and services offered by the Youth Fund for personal development.

Mr. Osumba was speaking during a Creative Culture meeting held on 3rd September 2016 at Fort Jesus in Mombasa County. The meeting brought together youth and various other stakeholders in the creative industry to discuss the critical role of the



YEDF Chairman Ronald Osumba addressing participants at the forum

industry in Kenya. Also present in the meeting was the Principal Secretary for Arts and Culture in the Ministry of Sports and Culture, Joe Okudo, the Director General for National Museums of Kenya Dr. Mzalendo Kibunja, and the Mombasa County Senator, Omar Hassan.

100 Youth undertake pre-departure training



Ag. CEO Emmanuel Odero (seated at the centre) together with youth who were trained to take up jobs abroad

The Youth Fund has conducted a pre-departure training for 100 youth who have secured jobs in Afghanistan, Qatar and Bahrain. The training took place on 16th and

17th September 2016 at the Fund's offices in Upperhill. The youth will take up jobs in the food service industry and some will work as electricians. The training was conducted in partnership with the recruiting agency Silver ray, and

Dynacop Ltd which will employ some of the youth. The youth were taught on saving and investments, culture, job contract and how to access Consular and Embassy services.

The Youth Fund Ag. CEO Emmanuel Odero congratulated the youth for securing the jobs abroad. He urged them to work hard and diligently. He said that the Youth Fund is committed to supporting youth gain meaningful opportunities that will help them gain economic independence. He reminded them to fly the Kenyan flag high and to invest back at home.

The Youth Fund through its Youth Employment Scheme Abroad (YESA) program facilitates youth to obtain jobs in foreign market by working closely with accredited recruiting agencies and relevant government ministries. The Fund conducts pre-interviews and pre-departure trainings. The Youth Fund has so far facilitated over 20,000 youth to access jobs in the international market.

1.5 Million disbursed in Westlands Constituency



Youth from Westlands constituency receive a dummy cheque from area MP Timothy Wanyonyi

The Youth Fund has issued cheques worth Kshs.1.5million to youth owned enterprises in Westlands Constituency in Nairobi County. The loans were given to successful applicants in the area to enable them start and expand their enterprises.

This was during the launch of *Miradi Mtaani* Project held on 16th September 2016 in Karura Ward in Westlands Constituency.

The project is an initiative started by the area Member of Parliament, Hon. Timothy Wanyonyi, to support the youth start income generating projects. The MP donated business equipment ranging from motorbikes, copier machines, printers, carwash machine, seats, Public Address Systems among others. While presenting the donations, Hon. Wanyonyi challenged the beneficiaries of the Youth Fund to properly manage their projects, create more jobs and generate more income.

This money is set aside for the youth, its high time youth in this constituency utilize these funds for development. I will ensure we partner with the Youth Fund so that my youth can benefit from this affordable and easy to access funds. He said

He further advised members to discipline any act that may jeopardize the growth of their group projects. He added that cooperation between Youth Fund and his office will see increased awareness and uptake of loan products by youth from the area.

The Fund's Nairobi Regional Coordinator, Jorum Murimi, encouraged young people to register their entities to enable them access the funds to start or expand their projects. He said that the Youth Fund has so far disbursed a total of Kshs. 29 Million to over 6,300 groups in Westlands constituency.

Youth Fund participates at the Nyeri ASK show

The Youth Enterprise Development Fund participated at the annual Nyeri ASK show that was held from 14th to 17th September 2016 at Kabiruni showgrounds, Nyeri County. The theme for the event was "Enhancing technology in Agriculture and Industry for food, security and national growth". The event was graced by the Cabinet Secretary for Public Service, Youth and Gender Affairs Sicily Kariuki.

The Fund facilitated six youth owned enterprises to market their products. Most of the Exhibitors dealt with value addition, African wears and Artwork. One Entrepreneur who stood out was John Nganga who makes assorted leather items from Rabbit skin as a way of Value addition. He has in the past been assisted by the outh Fund and the Export Promotion Council to export rabbits to Tanzania.

A lot of creativity and innovation was demonstrated by the exhibitors and information was disseminated to hundreds of young people who visited the stand. Youth were keen to



Some of the displays at the Nyeri ASK show

learn more on how to access the affirmative action on Access to Government Procurement Opportunities (AGPO) and marketing opportunities available at the Youth Fund.

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solve the unemployment problem facing the youth. "We have partnered in many ways with the county government especially in providing spaces for youth to conduct businesses in. We have also provided capacity training for youth groups

whether in churches, schools and public gathering in this county", he said.

The chairman cautioned that the economy can only create few jobs for the larger youth constituency in Kenya, therefore they must seek entrepreneurship opportunities by getting good ideas

and necessary skills to develop them. He concluded by requesting the youth to look for the necessary financing from commercial banks, Youth Fund, Uwezo Fund and Micro finances among other financial institutions.

YEDF, Google Kenya train youth on digital skills

Youth Enterprise Development Fund (YEDF) has partnered with Google Kenya to offer free Digital Marketing & Strategy Training to youth in Kenya. This is part of a series of trainings that are targeting one million young people across Africa in a Google Digital Skills Program for FREE. The trainings powered by Google have so far been conducted in three counties; Nyeri, Kericho and Bomet. Over 150 youth have so far been trained and sensitized on YEDF products and services. The digital Skills training targets youth aged 18-25 years.

The three-month immersion programme for digital specialists is tailored to equip trainees with digital marketing skills ranging from; benefits of digital Marketing over traditional marketing, Web design, Content Marketing, Social Media, among others. This programme accords the young people an opportunity to learn the basics of digital marketing and skills development.

The programmes have been launched in Nigeria, Kenya & South Africa, and will be extended to reach more people in the next 12 months. A group of 65 volunteers working with Google from around the world will boost the training team with content development.



One of the training sessions in Nyeri County

Use social media to develop a personal brand

We live in a digital era where a significant amount of communication takes place over the internet. Many of us are now active users of social media platforms such as facebook, twitter,

linkedin, and instagram. We use these platforms to stay in touch, stay updated on what is going on around us, find entertainment and to share information on life, health, politics, and work among many others. While it is exciting to interact and meet people online, it is important to remember that everything you do online is a representation of your personal brand. Brands are not only companies and businesses, you as an individual are a brand whether you aim to be or not. Prospective employers are now going on social media to check up on candidates to determine their personalities and qualifications before they hire. So what do you want people to see when they search for your name online?

Ms. Kangai Mwiti is a young entrepreneur who has effectively used social media platforms to build her personal brand and business; Bellesafrica Ltd. This is an online company for sharing makeup tips, tricks and tutorials for women of colour. She has 96,630 subscribers with over 6.3 million views, the largest number so far in Kenya since it was established in 2012. She shared some of the tips to building a personal brand online during the just concluded global conference on social media week held

from 12th – 16th September 2016 at KICC and Strathmore University.

- ◆ Determine your area of expertise and focus; use this as key headlines on your profile. It becomes who you are and what you are known for.
- ◆ Keep the same name and profile picture across all your social profiles. This enables you to become consistent and easy to find
- ◆ Post every day to be consistent and predictable. Share your enthusiasm and interest with others. You will gain influence and followers with time.
- ◆ Join chat groups and communities; be proactive, get involved and make meaningful contributions. This also forms a great opportunity for networking.
- ◆ Track your mentions and reply within 24 hours.

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Customer service is the experience we deliver to our customers. It is the promise we keep to the customer. It is how we follow through for the customer. It is how we make them feel when they do business with us

Shep Hyken, Customer Service Expert and New York Times bestselling Author